

DEPARTMENT OF PLANNING
STAFF REPORT

PLANNING COMMISSION PUBLIC HEARING

DATE OF HEARING: September 17, 2009
ZMOD 2008-0009, Lansdowne Village Greens Sign Plan - Phase 2
DECISION DEADLINE: November 30, 2009
ELECTION DISTRICT: Broad Run PROJECT PLANNER: Ginny Rowen

EXECUTIVE SUMMARY

Saul Centers Inc. of Bethesda, Maryland has submitted an application for a special exception to modify the applicable provisions of Section 5-1204 of the Revised 1993 Zoning Ordinance to implement a Comprehensive Sign Plan that proposes changes to the permitted number, size, location, and illumination of signs within a 3.5 acre portion of the Lansdowne Village Greens town center. The property is being developed pursuant to ZMAP 2003-0006, ZCPA 2003-0003, and SPEX 2003-0011 (Lansdowne Village Greens), in the PD-TC (Planned Development – Town Center) zoning district. The entire town center is approximately 57.8 acres in size and is located on the south side of Riverside Parkway, east of Belmont Ridge Road, and north of Harry Byrd Highway (Route 7) within the Lansdowne development. The proposed uses in this portion of the town center consist of live/ work units (first floor retail or office with residential uses or offices above the first floor. The proposed application is an extension of the sign plan approved in conjunction with the development of the initial “main street” component of the town center that was approved in 2006 (ZMOD 2006-0004).

RECOMMENDATION

Staff cannot support approval of the application until the following changes are made:

- the proposed pedestrian directories (sign type P3), which are not permitted in the current Ordinance, are removed;
- the number of entrance signs are reduced from two to one (sign types P1 & P7);
- tenant names are removed from directional signs (sign type P2) and the sign sizes are reduced;
- in-line ground floor signs (type UP5) are limited to a maximum of two signs (condition recommended);

- the number of housekeeping signs (types HT-1, HT-2) and commercial marketing signs (type M-1) are reduced (condition recommended);
- the number of banners are reduced; and
- an additional graphic is provided illustrating the appearance of the above-ground floor tenant signs (type UP2.2) with the in-line ground floor signs (type UP5).

Staff notes that the current sign plan dated April 8, 2009, would need to be revised to resolve the outstanding staff issues.

SUGGESTED MOTIONS

1. I move that the Planning Commission forward ZMOD 2008-0009, Lansdowne Village Greens Sign Plan - Phase 2, to a work session for further discussion.
2. I move that the Planning Commission forward ZMOD 2008-0009, Lansdowne Village Greens Sign Plan - Phase 2 to the Board of Supervisors with a recommendation of denial based on the Findings contained in the staff report
3. I move that the Planning Commission forward ZMOD 2008-0009, Lansdowne Village Greens Sign Plan – Phase 2 to the Board of Supervisors with a recommendation of approval subject to the Conditions of Approval dated August 21, 2009 contained in the staff report.

VICINITY MAP

Directions: From Leesburg proceed east on Route 7. Make a left onto Belmont Ridge Road and proceed north to Promenade Drive. Make a right onto Promenade Drive and proceed to Diamond Lake Drive. The subject site is on both sides of Diamond Lake Drive (depicted in yellow).



The area in blue represents the area included in the initial Lansdowne Village Green Sign Plan that was approved by the Board of Supervisors in 2006 (ZMOD 2006-0004). The area in yellow represents the location of the proposed signs in the current application.

TABLE OF CONTENTS

I.	Application Information	5
II.	Summary of Discussion	6
III.	Findings	6
IV.	Conditions of Approval	6
V.	Project Review	7
	A. Context	7
	B. Summary of Outstanding Issues	8
	C. Overall Analysis	9
	D. Zoning Ordinance Criteria for Approval	16
VI.	Attachments	19
VII.	Matrix – Comparison of Zoning Ordinances and Approved Comprehensive Sign Plans	20

I. APPLICANTS/OWNERS:

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Lansdowne Town Center, LLC
Steven Fritz, Managing Member
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Chantilly, Virginia 20151

REPRESENTATIVE:

Cooley Godward Kronish, LLP
Jeff Nein & Shane Murphy
One Freedom Square, Reston Town Center
11951 Freedom Drive
Reston, Virginia 20190
703-456-8609

PROPOSAL:

A Zoning Ordinance Modification for a sign plan. The application was accepted on September 24, 2008.

LOCATION:

South of Riverside Parkway, east of Belmont Ridge Road, on both sides of Diamond Lakes Drive

TAX MAP/PIN #:

Tax Map /62/K45///PH1/ (part) PIN 113-40-5389
Tax Map /62/K45///PH4/ (part) PIN 113-40-4919
Tax Map /62/K45///PHF/ (part) PIN 113-30-5855
Tax Map /62/K45///PHV/ (part) PIN 113-30-5726
Tax M /62/K45///PHU/ (part) PIN 113-30-7439

ZONING:

PD-TC (Town Center)

SURROUNDING ZONING/LAND USES:

NORTH	PD-H3	residential (across Riverside Parkway)
SOUTH	PD-TC (Town Center)	Undeveloped / Open Space
EAST	PD-TC (Town Center)	residential (under construction)
WEST	PD-TC (Town Center)	commercial

ELECTION DISTRICT: Broad Run

II. SUMMARY OF DISCUSSION

Topic/Issue Area	Issues Examined and Status
Community Planning	Number of entrance signs should be reduced to avoid visual clutter (types P1 / P7). Status: Unresolved.
	Number of in-line retail signs should be limited to avoid visual clutter (condition recommended). Status: Resolved with condition.
	Limit number of housekeeping signs (types HT-1, HT-2) and commercial marketing signs to avoid visual clutter (type M-1) (condition recommended). Status: Resolved with condition.
	Reduce number of light pole banners to avoid visual clutter (type P5.1). Status: Unresolved
	Provide information about landscaping (condition recommended). Status: Resolved with condition.
Zoning	All signs not permitted by the Zoning Ordinance should be removed from Sign Plan. Status: Unresolved.
	Tenant names should be removed from directional signs and sign sizes should be reduced (type P2). Status: Unresolved.
	Provide additional graphic illustrating appearance of above-ground floor tenant signs (type UP2.2) with in-line ground floor signs (type UP5). Status: Unresolved.

III. FINDINGS

1. The application does not conform to the Revised 1993 Zoning Ordinance since it requests sign types not contained in the Ordinance.
2. The number of entrance signs and banners is excessive.
3. The size and height of the Business Location (directional) signs are excessive.
4. The number of housekeeping / commercial marketing (informational) signs is excessive.

IV. CONDITIONS OF APPROVAL (August 21, 2009)

1. Signs shall be provided in substantial conformance with the Lansdowne Town Center Comprehensive Sign Plan – Phase 2, prepared by BCT Architects Designers dated April 8, 2009.

2. Sign materials, colors, size, height, location, and lighting shall be provided in substantial conformance with the Lansdowne Town Center Comprehensive Sign Plan – Phase 2 prepared by BCT Architects Designers dated April 8, 2009.
3. The number of in-line retail tenant signs shall be limited to a maximum of two signs per facade.
4. A maximum of five small / large housekeeping (informational) signs, as defined in the Revised 1993 Zoning Ordinance, and two commercial marketing signs shall be permitted within the subject site.
5. Individual signs and associated landscaping materials shall be maintained in good condition, assuring sign legibility and health of landscaped plantings.
6. Lighting for signs will be directed toward the sign and all of the fixtures will be shielded to not spill upward or reflect or cast glare onto adjacent properties or roads. Animation, neon lights, and moving lights shall be prohibited.
7. Once a commercial building is either 100 percent leased or sold, all real estate and marketing signs shall be removed within 30 days following the execution of the lease or sale of the commercial building.
8. Once a builder has sold all of the units in a residential section, all temporary signs (such as real estate and marketing signs) located on the lots shall be removed within 30 days.

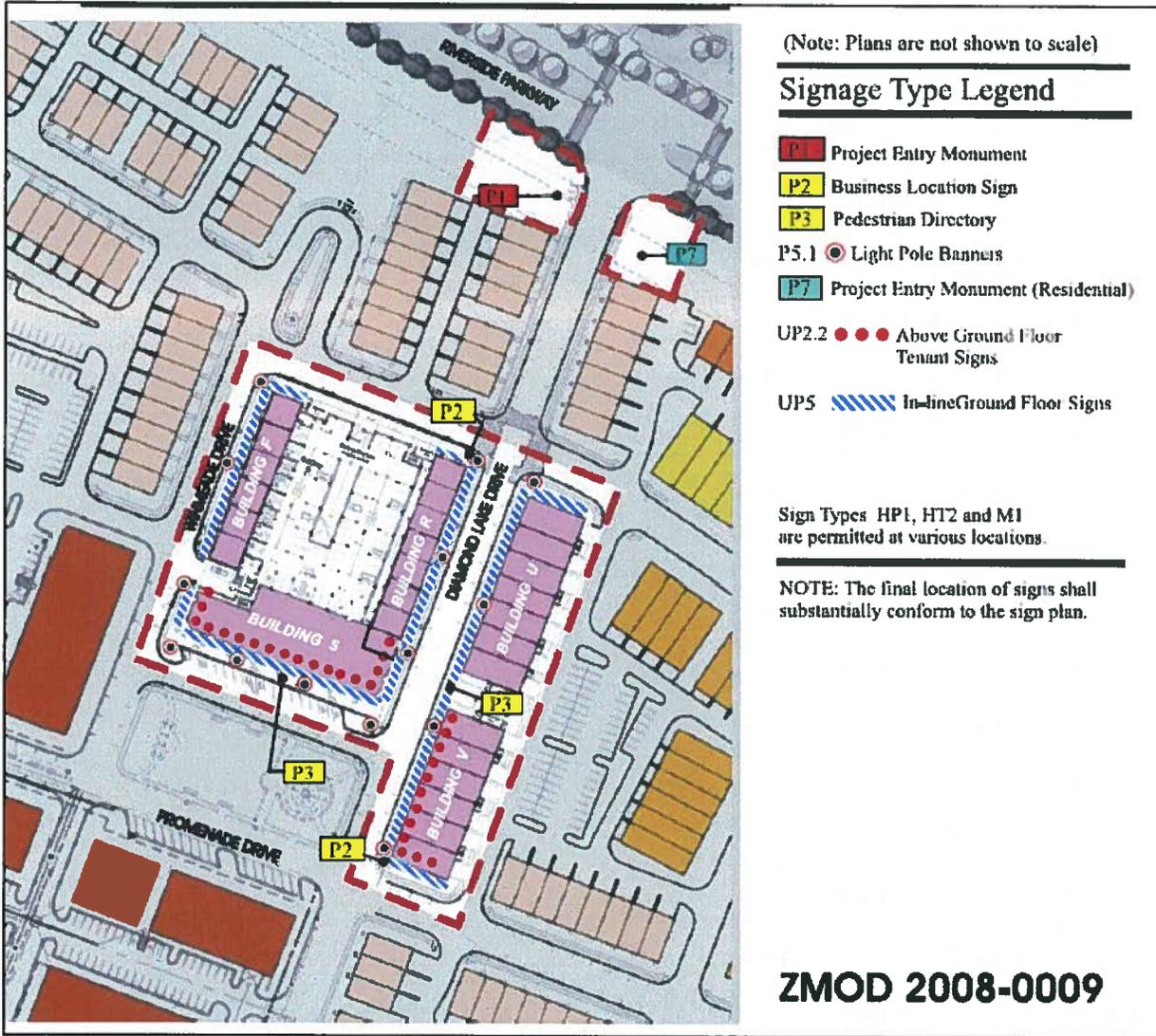
V. PROJECT REVIEW

A. Context

Saul Centers is requesting a Zoning Ordinance Modification (ZMOD) to permit a Comprehensive Sign Plan (CSP) pursuant to the provisions of the Revised 1993 Zoning Ordinance. The subject site, known as Lansdowne Village Greens, is located north of Route 7, east of Belmont Ridge Road, and south of Riverside Parkway and was rezoned to a PD-TC (Planned Development – Town Center) designation in February 2005 (ZMAP 2003-0006, ZCPA 2003-0003, SPEX 2003-0011). The 57.8 acre town center was approved for the development of up to 384,700 square feet of retail, office, and recreational uses and up to 390 residential units.

A Comprehensive Sign Plan for the entire Lansdowne development was approved by the Board of Supervisors in June 2003 (ZMOD 2002-0004). At that time, the subject site was zoned for the development of large-scale office uses. Following approval of the Lansdowne Village Greens rezoning in 2005, a Comprehensive Sign Plan was approved by the Board in October 2006 (ZMOD 2006-0004) for the “Main Street” portion of the town center (depicted in blue on the vicinity map). This application proposes to expand the sign plan (initially approved with ZMOD 2006-0004) to cover the approved live / work units, (consisting of retail,

office, and residential uses located primarily along Diamond Lake Drive and the adjacent, undeveloped block on the west side of Diamond Lake Drive (depicted in yellow on the vicinity map). (See proposed sign types / locations below).



B. Summary of Outstanding Issues

- The proposed pedestrian directories, which are not permitted in the current Ordinance, should be removed from the sign plan;
- The two proposed entrance signs should be limited to one entrance sign to avoid visual clutter;
- The number of light-pole banners should be reduced to avoid visual clutter (28 proposed);
- The business location signs (directional signs) cannot list tenant names and the sign size / height should be reduced significantly;

- Staff has requested a graphic that would depict a front elevation view depicting in-line ground floor signs combined with above-ground floor tenant signs.

Regarding the outstanding staff issues, the applicant notes that the proposal generally contains the same or similar modification requests that were included in the original main street portion of the town center. Staff maintains that the current application, approved for the development of the live/work units, is a much smaller area (less than 3.5 acres) and intensity than the main street component of the town center. The predominant uses in this area will be lower intensity office or residential units over first floor retail / office uses. In general, staff maintains that the signs for the live/work component should be scaled down from the higher intensity retail / office areas to the west and further south. This would provide a better transition to the residential uses immediately to the south and east of the subject site.

C. Overall Analysis

COMPREHENSIVE PLAN

The Lansdowne Town Center CSP – Phase 2 proposes a variety of freestanding signs, building-mounted signs, and light-pole banners, which:

- identify specific areas, tenants, and services,
- provide directional information, and
- provide sales / marketing information to residents and visitors.

The CSP includes sign location maps and detailed renderings depicting the proposed size, height, design, materials, lighting, and setbacks of the following types of signs:

- Project Entry
- Business Location
- Pedestrian Directory
- Light Pole Banners
- Above Ground Floor Tenant
- In-Line Ground Floor
- Housekeeping – Small & Large
- Marketing

The applicant has provided a matrix for each of these components comparing the existing sign regulations contained in the Revised 1993 Zoning Ordinance, versus the proposed signs for this 3.5 acre portion of the town center (sign plan – pages 2A-2E). The proposal is consistent with the initial town center sign plan that was previously approved by the Board in 2006 (ZMOD 2006-0004). However, the number of signs / banners proposed for this small component appears cluttered compared to the sign plan for the main street component.

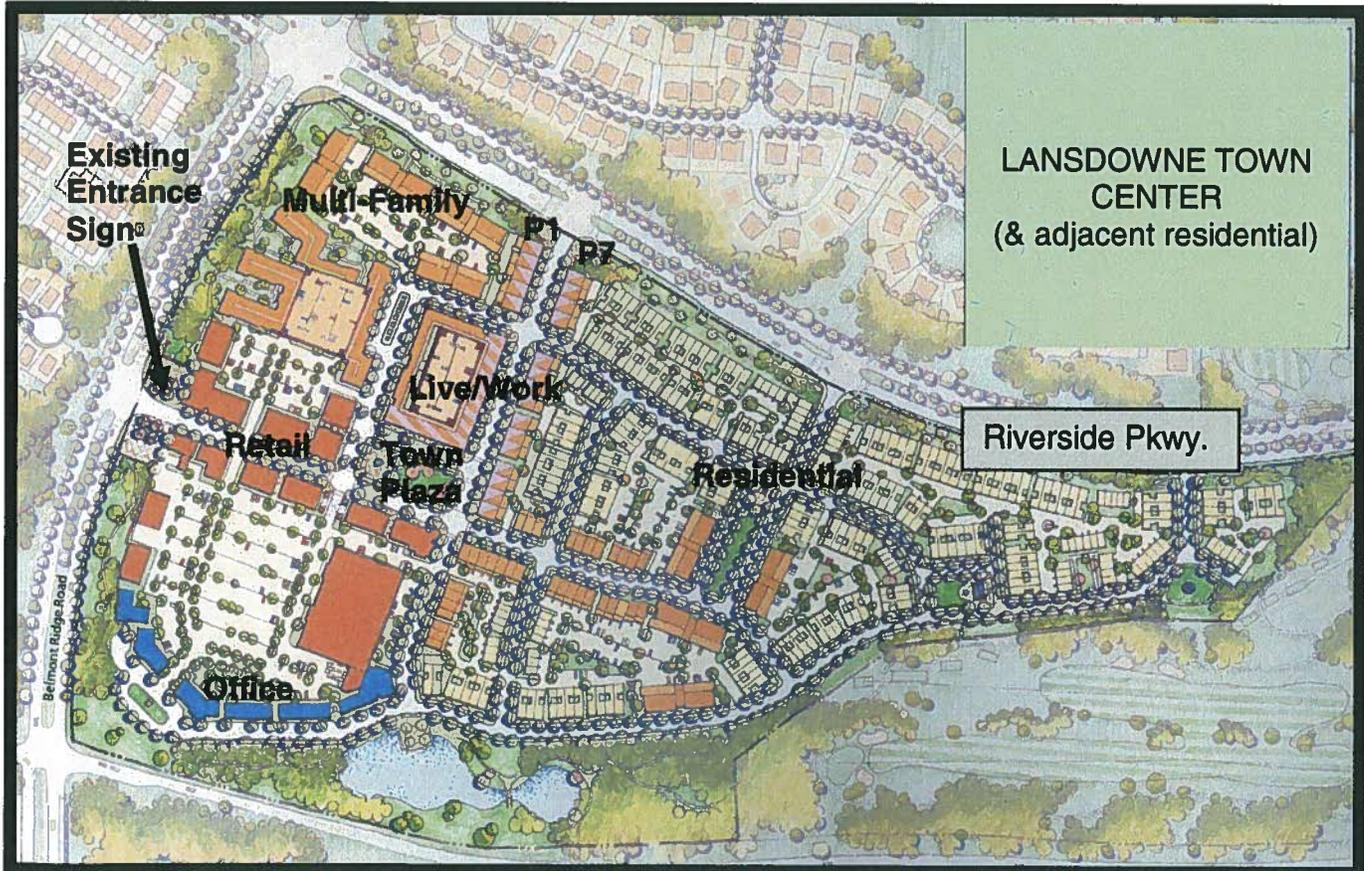
The property is located within the Ashburn Community of the Suburban Policy Area and is specifically governed by the Revised General Plan and the Revised Countywide Transportation Plan (CTP). The Revised General Plan identifies the subject site as suitable

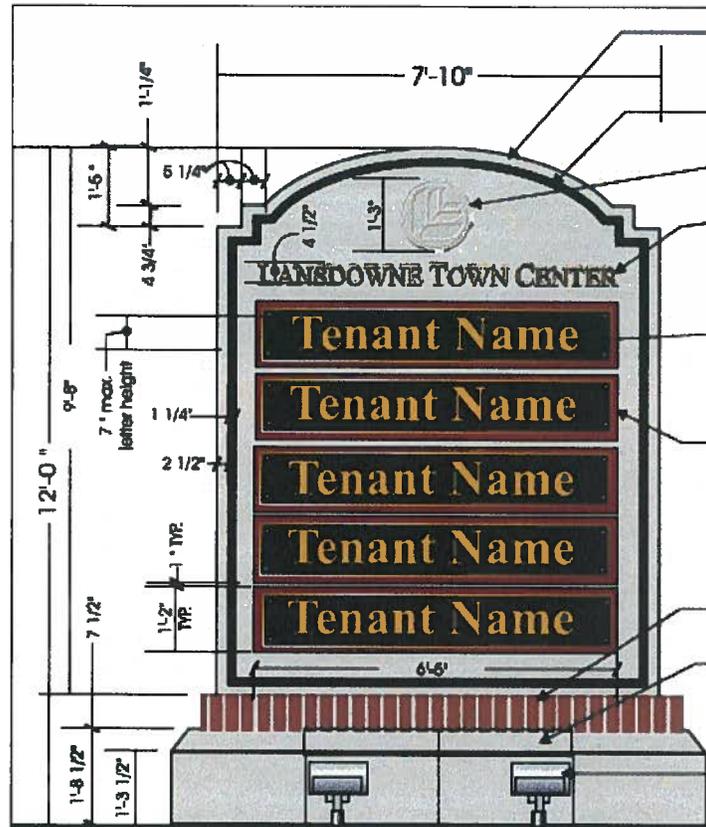
for Keynote Employment uses. The policies of the Countywide Retail Plan (Retail Plan) also apply to the site. Within Keynote Employment areas, the Plan envisions that the buildings will be the prominent feature when viewed from periphery roads. Signage in these areas should exhibit a high quality of design and materials that complement but do not overwhelm the buildings themselves.

Staff has identified outstanding issues related to the following issues:

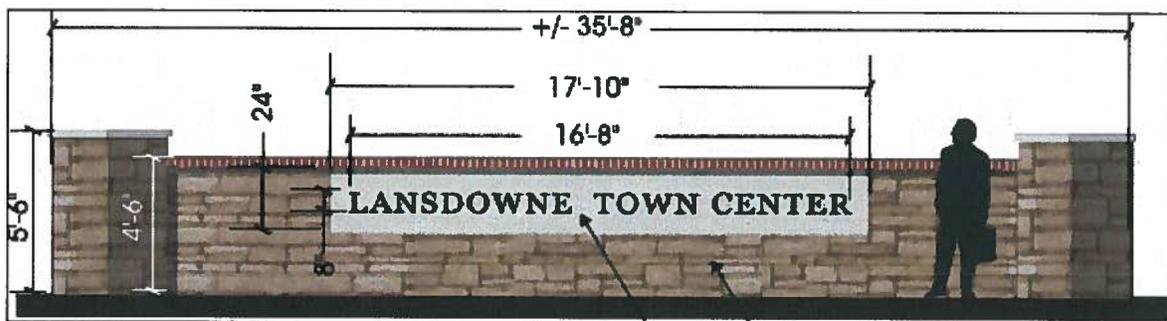
Excessive number of entrance signs (types P1 and P7)

The applicant is proposing two entrance signs at the southwest corner (P1) and southeast corner (P7) of Riverside Parkway and Diamond Lake Drive (See sign locations / types P1 and P7 – next two pages). An existing entrance sign similar to sign P1 is already constructed at Belmont Ridge Road and Promenade Drive. Sign type P1 is proposed to include the name and logo of the project as well as changeable panels identifying tenants within the project, while sign type P7 is proposed to include the project name only. Staff questions the need for both entrance signs as the information provided is redundant and creates the potential for visual clutter. The applicant states that sign P1 supports the business uses while sign P7 serves as an architectural entrance feature and focal point, more in the tradition of a residential community. Staff maintains that one sign at this entrance is sufficient to identify the mixed-use town center.





PROPOSED ENTRANCE SIGN P1

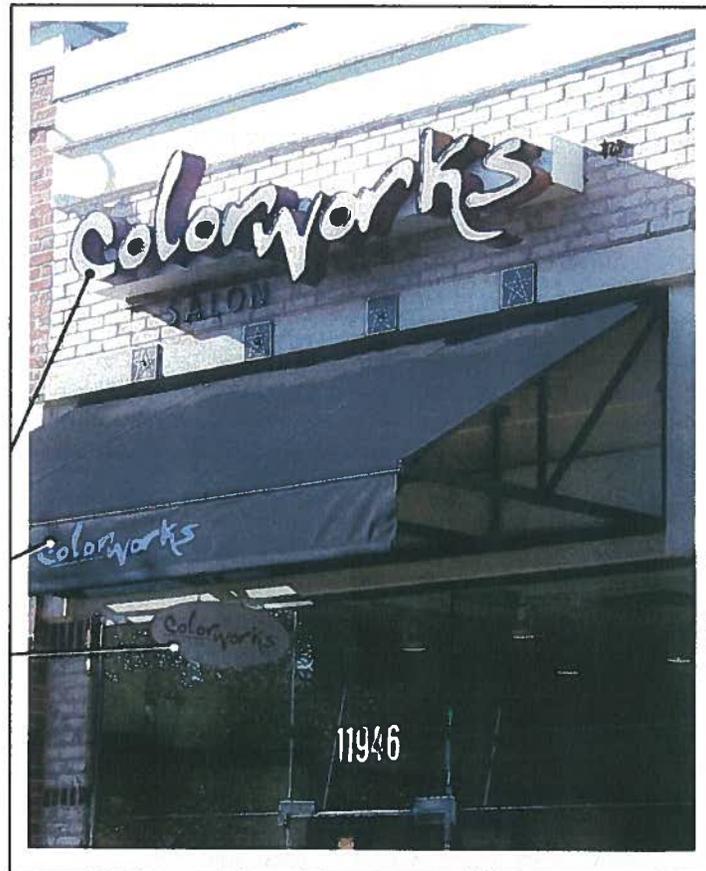


PROPOSED ENTRANCE SIGN P7

Excessive amount of building-mounted signage (type UP 5)

Staff continues to have concerns regarding the potential amount of in-line retail center signage (UP5). The applicant is proposing a maximum 75 square foot aggregate sign area per building façade per tenant for the following sign types: (a) one primary building-mounted sign per façade (except for rear of building), (b) storefront graphics applied to glass, (c) one

secondary building-mounted sign per rear façade, and (d) under canopy or blade sign. In addition, in-line retail stores may also include awning signage that is not included in the maximum aggregate sign area (10% of awning area permitted). The sign plan states that the number of signs per tenant will vary and may include any combination of the above mentioned sign types. The example provided in the Sign Plan (below) shows a primary building-mounted sign (a), awning graphics, and an under canopy blade sign (d). All of the signs provide redundant information and create visual clutter.

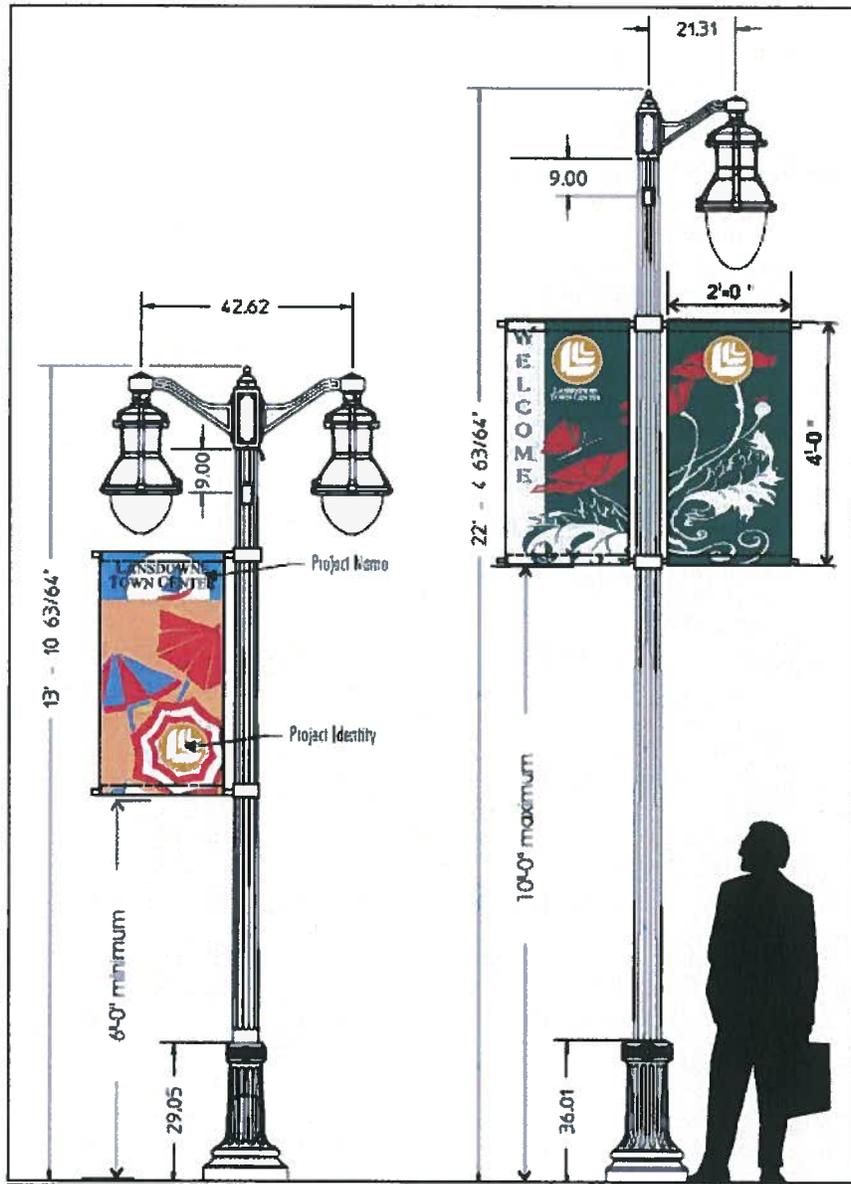


The applicant has responded that the proposal allows for the same “tasteful signage that exists in the adjoining portion of the town center”. Staff understands the proposal was previously approved in the original main street portion of the town center; however, the amount of signage has the potential to add visual clutter in this lower-intensity, live / work area. Staff has recommended the following change to the CSP: the number of in-line retail tenant signs shall be limited to a maximum of two signs per facade.

Excessive number of light-pole banners (type P5.1)

Banners mounted on light poles with graphics on both sides are proposed within the development. In accordance with Section 5-1202(A)(3) banners are permitted as long as they are not visible from public roads. The applicant is proposing up to two banners per light pole (14 light poles) for a total of 28 banners. The banners may be changed to provide seasonal decoration and are not intended to provide tenant / user names or advertising, but

may include the project name and logo. Banners have the potential to detract from the relationship between the street, buildings and landscape within a community and could contribute to visual clutter. The number of banners should be reduced. (Staff notes that the applicant has been requested to remove the existing banners located along Belmont Ridge Road (adjacent to the town center entrance at Promenade Drive) due to their visibility from public roads and inconsistency with ZMOD 2006-0004.)



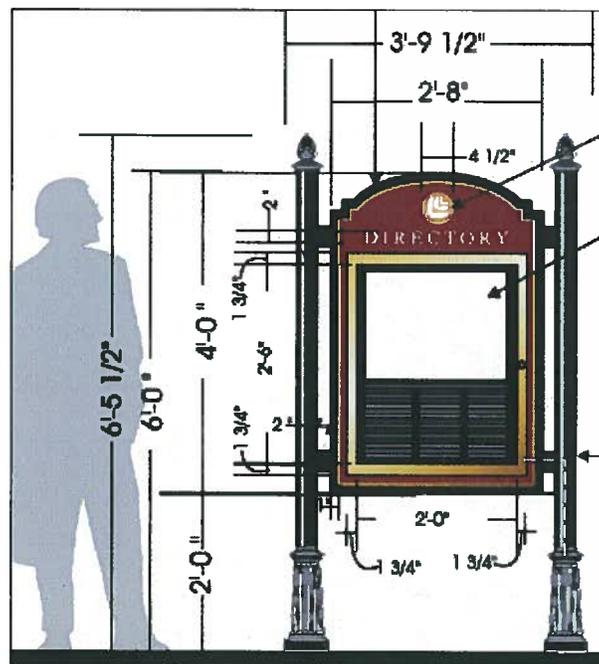
ZONING

The applicant is requesting modifications to the sign regulations pursuant to Sections 5-1202(E), 6-1504, and 6-511(B)(6) of the Revised 1993 Zoning Ordinance to develop a Comprehensive Sign Plan for a 3.5 acre portion of the Lansdowne Town Center.

In accordance with Section 5-1204(A) – Sign Requirements Matrix Contents – Signs shall be permitted in accordance with the Sign Requirements Matrix set forth in Section 5-1204(D) which governs the following: 1) maximum aggregate sign area; 2) maximum number of signs; 3) maximum area of any one sign; 4) illumination permitted; 5) height; 6) sign type permitted (freestanding or building mounted); and 7) other additional requirements. The applicant is requesting to modify specific elements of the Sign Requirements Matrix (see the Lansdowne Town Center Comprehensive Sign Plan - Phase 2 Matrix page 2A through 2E for each specific request). Staff has identified outstanding issues related to the following issues:

Pedestrian Directories (type P3)

The applicant is proposing two pedestrian directories as depicted below:

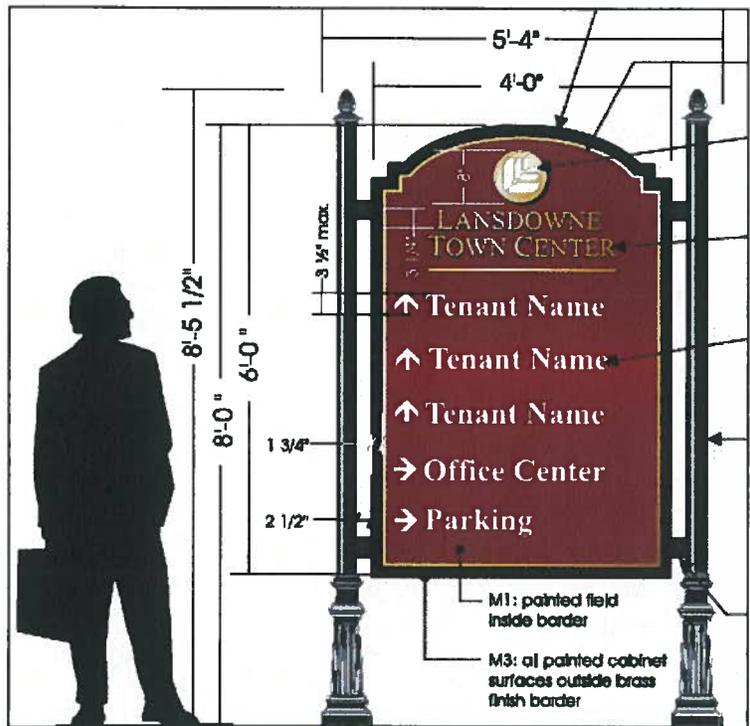


The Revised 1993 Zoning Ordinance does not permit pedestrian directories at the present time. Staff notes that the Board of Supervisors will be considering an intent to amend certain aspects related to commercial signs in September. The request for a pedestrian directory should be removed from the CSP. Should the Ordinance be changed to include directories in the future, the applicant will be able to request a sign permit at that time.

Business Location Signs (type P2)

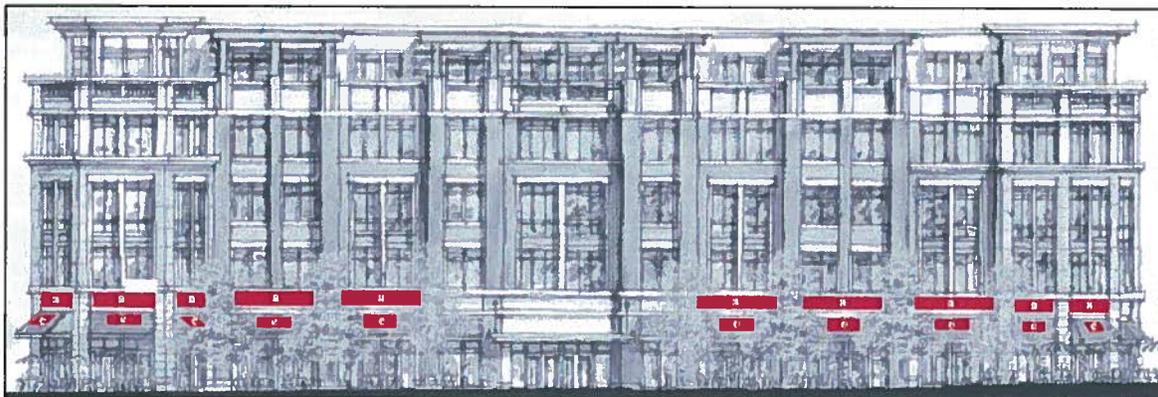
The applicant is proposing two business location signs as depicted on the following page. As defined in the Revised 1993 Zoning Ordinance, directional signs are intended to provide directions to specific types of uses on a site. Advertising, such as specific tenant names, is prohibited on directional signs. The sign regulations specify a maximum height of three (3) feet and a maximum sign area of four (4) square feet for directional signs. The applicant's

current proposal (as depicted below) is excessive in area and height and does not meet the definition of a directional sign (specific tenant names listed).

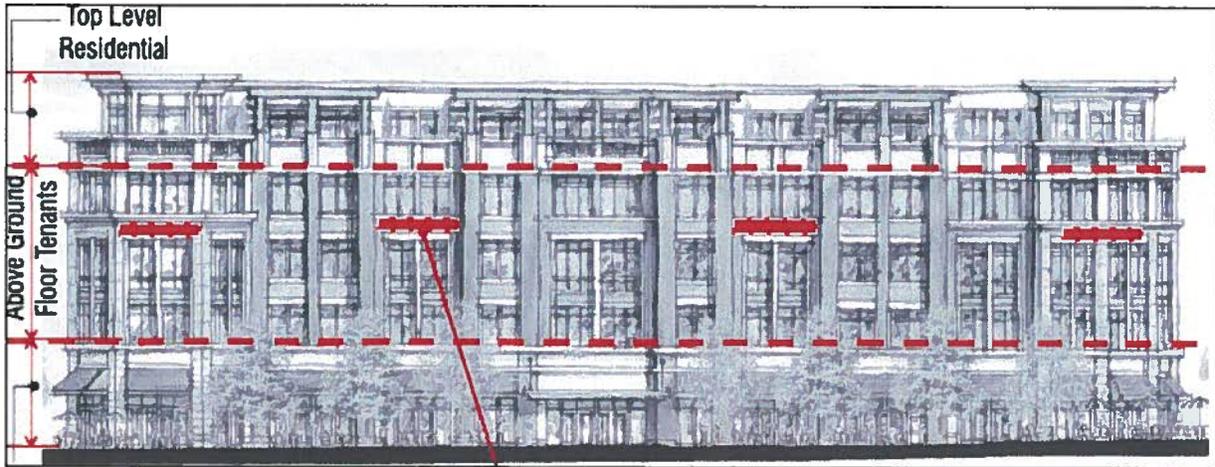


Additional Graphics

Staff has requested an additional graphic to be included in the sign plan that combines the front elevation views depicted on page 16 with the views on page 19 in order to see all of the proposed signage for a façade. The example below shows only the in-line ground floor signs (type UP5). The example on the next page depicts only the above ground floor level tenants.



IN-LINE GROUND FLOOR SIGNS



D. ZONING ORDINANCE CRITERIA FOR APPROVAL

Section 6-1310 states "... (i)in considering a special exception application, the following factors shall be given reasonable consideration, to the extent applicable, in addition to any other standards imposed by this Ordinance ..."

- (A) *Whether the proposed special exception is consistent with the Comprehensive Plan.*

The subject site is currently being developed as a town center for the Lansdowne community. The applicant has requested a CSP for the 3.5 acre live/work portion of the town center.

- (B) *Whether the proposed special exception will adequately provide for safety from fire hazards and have effective measures of fire control.*

Not applicable.

- (C) *Whether the level and impact of any noise emanating from the site, including that generated by the proposed use, negatively impacts the uses in the immediate area.*

Not applicable.

- (D) *Whether the glare or light that may be generated by the proposed use negatively impacts uses in the immediate area.*

The Lansdowne Town Center Comprehensive Sign Plan – Phase 2, contains signage that is internally and externally illuminated. External lighting will illuminate the surface of the sign with no spillage onto adjacent properties or roadways (see recommended condition 6).

- (E) *Whether the proposed use is compatible with other existing or proposed uses in the neighborhood, and adjacent parcels.*

Staff maintains that the proposed size and number of certain signs and banners are too intense for the live/work area.

- (F) *Whether sufficient existing or proposed landscaping, screening and buffering on the site and in the neighborhood to adequately screen surrounding uses.*

Proposed landscaping for freestanding signs are contained within the proposed sign plan. Staff has recommended a condition that requires the maintenance of all landscaping at the base of the sign.

- (G) *Whether the proposed special exception will result in the preservation of any topographic or physical, natural, scenic, archaeological or historic feature of significant importance.*

Not applicable.

- (H) *Whether the proposed special exception will damage existing animal habitat, vegetation, water quality (including groundwater) or air quality.*

Not applicable.

- (I) *Whether the proposed special exception at the specified location will contribute to or promote the welfare or convenience of the public.*

The proposed signs will help guide vehicular and pedestrian traffic to specific destinations within the Lansdowne Town Center.

- (J) *Whether the traffic expected to be generated by the proposed use will be adequately and safely served by roads, pedestrian connections and other transportation services.*

Not applicable.

- (K) *Whether, in the case of existing structures proposed to be converted to uses requiring a special exception, the structures meet all code requirements of Loudoun County.*

Not applicable.

- (L) *Whether the proposed special exception will be served adequately by essential public facilities and services.*

Not applicable.

(M) *The effect of the proposed special exception on groundwater supply.*

Not applicable.

(N) *Whether the proposed use will affect the structural capacity of the soils.*

Not applicable.

(O) *Whether the proposed use will negatively impact orderly and safe road development and transportation.*

Not applicable.

(P) *Whether the proposed special exception use will provide desirable employment and enlarge the tax base by encouraging economic development activities consistent with the Comprehensive Plan.*

Additional offices and retail stores will provide employment.

(Q) *Whether the proposed special exception considers the needs of agriculture, industry, and businesses in future growth.*

Not applicable.

(R) *Whether adequate on and off-site infrastructure is available.*

Not applicable.

(S) *Any anticipated odors which may be generated by the uses on site, and which may negatively impact adjacent uses.*

Not applicable.

(T) *Whether the proposed special exception uses sufficient measure to mitigate the impact of construction traffic on existing neighborhoods and school areas.*

Not applicable.

Standard *The proposed location, lighting, and types of signs in relation to the proposed use, uses in the area, and the sign requirements of this Ordinance.*

Analysis The proposal provides a comprehensive sign plan for a portion of the Lansdowne Town Center. Staff has cited concerns regarding proposed sign types that are not permitted in the Ordinance, excessive numbers of entrance signs and light-pole banners, and directional signs that far exceed Ordinance requirements.

VI. ATTACHMENTS	PAGE NUMBER
1. Review Agency Comments	
a. Planning, Comprehensive Planning (2/27/09, 11/25/08,)	A-1
b. Building and Development, Zoning Administration (5/19/09, 2/25/09, 11/24/08)	A-16
2. Disclosure of Real Parties in Interest	A-25
3. Applicant's Statement of Justification	A-45
4. Applicant's Response to Referral Comments	A-51
5. Comprehensive Sign Plan	attached

VII. MATRIX – PREVIOUSLY APPROVED COMPREHENSIVE SIGN PLANS

Attached is a matrix table that compares this application with recently approved comprehensive sign plans/packages. The approved sign packages are noted as being subject to the 1972 or Revised 1993 Zoning Ordinances.

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	Max. Area of Background Structure	Height of Background Structure	Backlight or White Light					
(1) RESIDENTIAL/AGRICULTURE SIGNS														
	(a) PD-H and PD-AAAR Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	6 FT	One sided only; signs shall contain no advertising. Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
Lansdowne CSP ZMOD 2002-0004 1993 ZO	Residential Entrance Signs Pier Signs	36 sf	1 / vehicular entrance	36 sf							5 ft		7.5 ft	
Lansdowne CSP ZMOD 2002-0004	Residential Entrance Signs Entry Wall Signs	48 sf	1 / vehicular entrance	48 sf									7.5 ft	
Potomac Green sign plan ZMOD 2006-0018	Community Entrance Primary		2	60 SF				120 SF	5 FT	Ground mounted uplighting	5 FT	Ground Mounted	5 FT	One sided only No advertising
Potomac Green sign plan ZMOD 2006-0018	Neighborhood Entrance Primary	40 SF	2	20 SF						none	5 FT	Ground Mounted	6 FT	One sided only No advertising
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Entrance Sign Primary	174 SF	3	58 SF				77.5 SF	6 FT 4 IN	Ground mounted white light	10 FT	Ground Mounted	6 FT 4 IN	One sided only
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Entrance Sign Secondary	150 SF	3	50 SF				67.5 SF	6 FT	Ground mounted white light	10 FT	Ground Mounted	6 FT	One sided only
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Entrance Sign Neighborhood	21.6 SF	8	2.7				73.3 SF	10 FT 3 IN	Ground mounted white light	10 FT	Ground Mounted	10 FT 3 IN	One sided only
Lansdowne CSP ZMOD 2002-0004	(b) PD-H -Community Directional Signs - On-site or Off-site (within boundaries of approved PD-H district) Community Directional Signs	20 SF		20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
Lansdowne CSP ZMOD 2002-0004	Community Directional Signs	20 sf	3	20 sf						non-illuminated	5 ft		8 ft	
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Directional Signs - Primary	84 SF (42 SF)	2	21 SF per side				45 SF		No illumination	5 FT	Ground Mounted	9 SF	Locations shown on exhibit
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Directional Signs - Secondary	102 SF (51 SF)	4	12.75 SF per side				34 SF		No illumination	5 SF	Ground Mounted	7 SF	Locations shown on exhibit

REVISED 1993 ZONING ORDINANCE SECTION 5-1200(D)
SIGN PLAN COMPARISON CHART

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	Max. Area of Background Structure (See Note 1)	Background Structure	Height of Background Structure					
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Model Tour Directional Signs - Large	166 SF (84 SF)	4	21 SF per side (42 SF)						None	5 SF	Pole Mounted	9 FT	Locations shown on exhibit
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Model Tour Directional Signs - Medium	210 SF (105 SF)	7	15 SF per side (30 SF)						None	5 SF	Pole Mounted	7 FT	Locations shown on exhibit
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Model Tour Directional Signs - Small	54 SF	6	9 SF						None	5 SF	Pole Mounted	5 FT	Locations shown on exhibit
	(c) Non PD-H Residential Communities - Entrance Signs		1/vehicular entrance	40 SF		2	80 SF	5 FT		None	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.
	(d) HOA Activity Signs	20 SF	1/development of 2500 or fewer dwellings- 2/developments of over 2500 dwellings	20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Signs shall be separated by a minimum half-mile radius, signs shall contain no advertising.
Potomac Green sign plan ZMOD 2006-0018	Community News Board	100 SF	1	20 SF						None	5 FT	Ground Mounted	6 FT	Single sided - Located in vicinity of Town Square - no advertising

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W.	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	Max. Area of Structure	Height of Structure	Background Structure					
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Community News Board	44 SF	2	22 SF			52 SF			None	5 FT	Ground Mounted	7 FT 4 IN	Locations shown on exhibit
	(e) Farm Signs	40 SF	2/Farm	20 SF						None	5 FT	Freestanding	8 FT	
	(f) Wayside Stands, including Christmas Tree Sales, Vineyards, Wineries		6, includes up to 3 on-site signs and up to 4 off-site directional signs	12SF on-site One on-site sign						None	5 FT	Freestanding Building Mounted	8 FT	Displayed when agricultural produce and livestock are available for sale on farm involved and shall be removed within 48 hours after sale is concluded. Off-site signs require written permission of the owner of the land on which it is displayed.
	(g) Home Occupation	2 SF	1/lot	2 SF						None	5 FT	Freestanding	4 FT	
	(h) Childcare Home	2 SF	1/lot	2 SF						None	5 FT	Freestanding	4 FT	
	(i) Residential Name Signs		1/vehicular access, 2 for each dwelling lot or property	2 SF						None	None	Freestanding Building Mounted	4 FT 8 FT	Signs shall contain no advertising.
(2) PUBLIC/QUASI PUBLIC SIGNS														
	(a) Public or Quasi-Public Facility	6 SF	1/use	6 SF	1.5	9 SF	2	18 SF	4 FT	None	10 FT	Freestanding	4 FT	Must be located within 100 FT from use or structure it identifies; signs shall contain no advertising.
Potomac Green sign plan ZMOD	Community Facility	30 SF	Max - 5	6 SF						None	5 FT	Pole Mounted	4 FT	Located in Town Square
	(b) School, Hospital, College, Library, and Publicly Owned Community Center	20 SF	1/use	20 SF	1.5	30 SF	2	60 SF	4 FT	Backlight or White Light	10 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
Lansdowne CSP ZMOD 2002-0004	School / Hospital / Religious Signs	Max 66 SF	6							Illuminate & none	5 ft	Freestanding		
	(c) Places of Worship	20 SF	2	10 SF			1.5	15 SF	8 FT	Backlight or White Light	5 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
	(d) Church Bulletin Board	15 SF		15 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	8 FT	
(3) COMMERCIAL/OFFICE SIGNS														
	(a) (PD-CC(NC)) Planned Development Neighborhood Center - Entrance Signs	30 SF	1/vehicular entrance, no more than 2 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
	(b) (PD-CC(NC)) Planned Development Neighborhood Center - Tenant Signs	2 SF/linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building	Roofline	

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
Lansdowne Village Greens ZMOD 2006-0004 Revised 1993 ZO	(C) (PD-CO(CO)) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments in PD-TC, PD-TT, PD-JC PD-TRC, PD-TREC, PD-MUB, PD-RV and PD-CV Districts	60 SF	1 Vehicular entrance, no more than 3 signs	20 SF	1.5	30 SF	1.5	46 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
The Village Center at Belmont Greene 1972 ZO ZMOD 2006-0015	project entry monument	113 SF	1	113 (includes background structure)	1.5				12 ft	external ground mount with shielded lenses	5 ft	freestanding	12 ft	
Arcola Center CSP ZMOD 2008-0007	Community ID Entrance Sign 1 (Arcola Boulevard and Evergreen Mills Road)	920 SF	4	230 SF (115 SF/side)										
Arcola Center CSP ZMOD 2008-0007	Community ID Entrance Sign 2 (Evergreen Mills Road)	28 SF	1 Vehicular entrance	28 SF				320 SF	6'	Ground Mounted Lights may be permitted	Per Code	Freestanding	15 FT	
Arcola Center CSP ZMOD 2008-0007	Community ID Entrance Sign 3 (Along Unnamed Road A)	28 SF	1 Community entrance	28 SF				165 SF	6'	Ground Mounted Lights may be permitted	Per Code	freestanding	15 FT	
Arcola Center CSP ZMOD 2008-0007	Community ID Entrance Sign 3 (Along Unnamed Road A)	16 SF	Two signs per pair	4 SF				24 SF	7'	Ground Mounted Lights may be permitted	Per Code	Freestanding	15 FT	

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
	(g) (PD-CC(CO)) Planned Development Community Center - Tenant Signs and Tenant Signs for Business in PD-TC, PD-TT, PD-UC, PD-TREC PD-TRC, PD-MUB, PD-RV, PD-CV Districts	2 SF/linear foot of building frontage, not to exceed 60 sf	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
Lansdowne Village Greens ZMOD 2006-0004	Office Building Address (primary & secondary)	NA	1 / building elevation	26.25 sf						non-illuminated		building mounted		
Lansdowne Village Greens ZMOD 2006-0004	Office Tenant	NA	1/tenant building elevation 2/ building elevation	40 sf						channel letters		building mounted		
Lansdowne Village Greens ZMOD 2006-0004	In-Line Anchor / Large Freestanding Retail (15,000 sf or larger)	295 sf	8/ building (max)	85 sf						channel letters		building mounted		
Lansdowne Village Greens ZMOD 2006-0004	In-Line Retail Center	75 sf (except for awnings)	any combination of signs	60 sf (except for awnings)						channel letters				1 primary building mounted graphics on glass sign & awning sign (10 % of awning area)
Lansdowne Village Greens ZMOD 2006-0004	Retail Center - Pad Site	200 sf	4 primary / tenant 2 secondary / tenant	75 sf						channel letters				
The Village Center at Belmont Greene 1972 ZO ZMOD 2006-0015	Tenant Signs (>15,000 SF freestanding anchor)	624 SF (944 SF w/awning signs)	6	200 SF (240 SF/awning sign)						Backlight or gooseneck spotlights		Building Mounted	Roofline	
The Village Center at Belmont Greene 1972 ZO ZMOD 2006-0015	corner tenant 4000-14359 SF--inline tenants the same size get less signage	276 SF (816 SF w/awning signs)	4	60 SF (240 SF/awning sign)						Backlight or gooseneck spotlights		Building Mounted	Roofline	
	(e) (PD-CC (SO) & (RC)) Planned Development Small Regional Center and Regional Center - Entrance Signs		1/vehicular	60 SF	1.25	75 SF	1.33	100 SF	15 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
						2 (for centers over 1 million sf)								
Arcola Center CSP ZMOD 2008-0007	Community ID Entrance Sign 1 (Evergreen Mills Road)	28 SF	1/community entrance	28 SF				320 SF	6"	Ground Mounted Lights may be permitted		Freestanding	15 FT	
Arcola Center CSP ZMOD 2008-0007	Community ID Entrance Sign 3 (Dulles South Parkway North)	16 SF	Piers on both sides of road, 1 sign/road and driveway frontage	4 SF				24 SF	7"	Ground Mounted Lights may be permitted		Freestanding	15 FT	
Arcola Center CSP ZMOD 2008-0007	Primary Shopping Center ID Sign (Dulles South Parkway)	280 SF	2/vehicular entrance	108 SF (64 SF per side)				315 SF	15"	Ground Mounted Lights may be permitted	Per Code	Freestanding	22'	

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	Max. Area of Structure	Height of Structure	Background Structure					
Arcola Center CSP ZMOD 2008-0007	Secondary Shopping Center ID Sign (Dukes South Parkway and along Evergreen Mills Road)	196 SF	Up to 2/Vehicular entrance (Maximum of 7)	28 SF			191 SF	6'	Ground Mounted Lights may be permitted	Per Code	Freestanding	15 FT		
East Gate Marketplace ZMOD 2006-0017	Community Entrance Primary	86 SF	1	86 SF			1063 SF	7 FT 4 IN	Ground Mounted uplighting	5 FT	Ground Mounted	7 FT 4 IN	1 sided corner of Rt. 50 & Tall Cedars Pkwy.	
East Gate Marketplace ZMOD 2006-0017	Entrance Secondary	253 SF / side 506 total	1	253 SF / side 506 total			663 SF	17 FT 8 IN	Ground Mounted uplighting	5 FT	Ground Mounted	17 FT 8 IN	2 sided; entrance to develop	
East Gate Marketplace ZMOD 2006-0017	Entrance Secondary	2 SF / side 4 total	1	2 SF / side 4 total			160 SF	5 FT 9 IN	Ground Mounted uplighting	5 FT	Ground Mounted	5 FT 9 IN	2 sided; entrance East Gate Drive	
East Gate Marketplace ZMOD 2006-0017	Entrance Secondary	2 SF / side 4 total	3	2 SF / side 4 total			16 SF	5 FT 9 IN	Ground Mounted uplighting	5 FT	Ground Mounted	5 FT 9 IN	2 sided; entrance East Gate Drive	
East Gate Marketplace ZMOD 2006-0017	Entrance Secondary	101 SF / side 202 SF total	1	101 SF / side 202 SF total			298 SF	14 FT	Ground Mounted uplighting	5 FT	Ground Mounted	14 FT	2 sided; entrances on East Gate Drive	
	(9) (PD-CC(SO)&RC) Planned Development Small Regional Center and Regional Center-Tenant Signs (Freestanding Building with over 4000 SF floor area)	120 SF	1/facade, no more than 3 signs	20 SF 60 SF building mounted	1.5	30 SF	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline		
Arcola Center CSP ZMOD 2008-0007	Freestanding Building with more than 15,000 SF and up to 20,000 SF	205 SF	1/public entrance of building 1/side and rear elevation	144 SF 20 SF					Backlight	Per Code	Building Mounted	Roofline		
Arcola Center CSP ZMOD 2008-0007	Freestanding Building with more than 20,000 SF and up to 50,000 SF	300 SF	1/public entrance of building 3/rear elevation 1/side and rear elevation	170 SF 64 SF					Backlight	Per Code	Building Mounted	Roofline		
Arcola Center CSP ZMOD 2008-0007	Freestanding Building with more than 50,000 SF and up to 100,000 SF	370 SF	1/public entrance of building 1/rear elevation 3/front elevation 1/side and rear elevation	180 SF 40 SF 216 SF 50 SF					Backlight Building Mounted	Per Code	Building Mounted	Roofline		
Arcola Center CSP ZMOD 2008-0007	Freestanding Building with more than 100,000 SF	420 SF	1/side and rear elevation	100 SF / sign					Backlight Building Mounted	Per Code	Building Mounted	Roofline		
East Gate Marketplace ZMOD 2006-0017	Building Mounted - buildings G, H, I, J, K, L	200 SF / tenant	3 / tenant	100 SF / sign					Intensely illuminated		Building Mounted	Roofline		
	(10) (PD-CC(SO) & (RC)) Planned Development Small Regional Center and Regional Center - Tenant Signs (In-Line Structure with up to 4000 SF floor area)	60 SF	1/public entrance of building	30 SF					Backlight		Building Mounted	Roofline		

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
Arcola Center CSP ZMOD 2008-0007	In-Line structure with less than 5,000 SF	280 SF	1/terrace or public entrance of building	35 SF						Backlight		Building Mounted	Roofline	
	(i) (PD-CG(SC) & (RC)) Planned Development Small Regional Center and Regional Center-Tenant Signs (In-Line Structure with 4001 - 15000 SF floor area)	100 SF	1/public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
	In-Line structure with more than 5,000 SF and less than 15,000 SF	105 SF	1/primary public entrance of building 1/rear elevation	60 SF 35 SF						Backlight		Building Mounted	Roofline	
	(i) (PD-CG(SC) & (RC)) Planned Development Small Regional Center and Regional Center-Tenant (In-Line Structure with over 15000 SF floor area)	200 SF	1/public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
Arcola Center CSP ZMOD 2008-0007	In-Line Structure more than 15,000 SF and up to 20,000 SF	205 SF	1/public entrance of building 1/side and rear elevation	144 SF 64 SF						Backlight		Building Mounted	Roofline	
	In-Line Structure more than 20,000 SF and up to 50,000 SF	300 SF	1/public entrance of building 1/side and rear elevation	170 SF 64 SF						Backlight		Building Mounted	Roofline	
	In-Line Structure more than 50,000 SF and up to 100,000 SF	421 SF	1/public entrance of building 1/side and rear elevation	192 SF 115 SF						Backlight		Building Mounted	Roofline	
	In-Line Structure more than 100,000 SF	580 SF	No more than 5 total	276 SF						Backlight		Building Mounted	Roofline	
East Gate Marketplace ZIMOD 2006-0017	Building Mounted Anchor	327.5 SF	1	105 SF						Internally Illuminated		Building Mounted	Roofline	
	Building Mounted Anchor		1	69.5 SF						Internally Illuminated		Building Mounted	Roofline	
	Building Mounted Anchor		1	24 SF						Internally Illuminated		Building Mounted	Roofline	
	Building Mounted Anchor		1	18 SF						Internally Illuminated		Building Mounted	Roofline	
	Building Mounted Anchor		1	35 SF						Internally Illuminated		Building Mounted	Roofline	

REVISED 1993 ZONING ORDINANCE SECTION 5-1200(D)
SIGN PLAN COMPARISON CHART

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
East Gate Marketplace ZMOD 2006-0017	Building Mounted Anchor		1	35 SF						Internally Illuminated		Building Mounted	Roofline	
East Gate Marketplace ZMOD 2006-0017	Building Mounted Anchor		1	35 SF						Internally Illuminated		Building Mounted	Roofline	
East Gate Marketplace ZMOD 2006-0017	Building Mounted In-Line Tenant		2 / tenant	1.5 SF / linear ft of tenant frontage						Internally Illuminated		Building Mounted	Roofline	
(k) PD-OP and PD-RDP Development Entrance Signs			2/vehicular entrance	60 SF	2		120 SF	5 FT		Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.
Lansdowns CSP ZMOD 2002-0004	Office Entrance Sign	72 sf	2/vehicular entrance	36 sf						Illuminated & none			4 ft	
Lansdowne CSP ZMOD 2002-0004	Office Building Sign - Mounted	57 sf	1/vehicular entrance								5 ft		5 ft	
(l) Office - Freestanding Building Entrance Sign		60 SF	1/vehicular entrance	20 SF	1.5	30 SF	45 SF	8 FT		Backlight or White Light	10 FT	Freestanding	8 FT	
(m) Office - Building ID Sign (1-3 Stories)		160 SF	1/facade	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
East Gate Marketplace ZMOD 2006-0017	Building F	400 SF	2 / facade- Max. 8	50 SF						Internally Illuminated		Building Mounted	Roofline	
(n) Office - Building ID Sign (4-5 Stories)		200 SF	1/facade	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W.	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
	(p) Office - Building ID Sign (6+ Stories)	240 SF	1/facade	60 SF						Backlight		Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.	
	(q) Office - Related Commercial (Ground Floor)	25F per linear foot of building frontage (counts against overall building ID sign)	1/tenant	20 SF						Backlight		Building Mounted	Located over entrance of business it identifies. Max. ht. of letters: 24 inches	
	(r) Office - Directories												May not be visible from outside the building.	
	(s) Auto Service Station (including convenience store, car wash & repair)	60 SF	6	20 SF	1.5	45 SF	8 FT			Backlight	5 FT	Freestanding Building Mounted	Total sign area excludes federally mandated gasoline price posting.	
Lansdowne Village Greens ZMOD 2006-0004	Gas Station Monument Signs	40 sf	1/vehicular entrance				5 ft			backlit	5 ft			
Lansdowne Village Greens ZMOD 2006-0004	Gas Station Canopy	60 sf	2 / canopy	30 sf						illuminated channels	5 ft			
Arcoia Center CSP ZMOD 2008-0007		415 SF	Convenience Store: 1/facade Car wash: Maximum of 2 Freestanding Entrance Sign (max 1) Canopy: 1/facade	67 SF						Backlight	Per Code	Building Mounted		
East Gate Marketplace ZMOD 2006-0017	Freestanding Tenant		1	22 SF / side 44 SF total			8 FT			Internal illumination	5 FT	Ground Mounted	2 sided	
East Gate Marketplace ZMOD 2006-0017	Service Station - Building Mounted		2 / tenant	80 SF						Backlight	5 FT	Building Mounted		
East Gate Marketplace ZMOD 2006-0017	Service Station Canopy	60 SF	2 / canopy	30 SF			18 Ft			Internal illumination	5 FT	Canopy Mounted		
	(t) Auto Dealer	20-120 SF (see additional requirements column)	6	20 SF	1.5	45 SF	8 FT			Backlight	10 FT	Freestanding	Base sign 20 SF Used car 20 SF Each new car dealership = 20 SF	
	(u) Bed & Breakfast Inn and Homestay	4 SF	2	4 SF						Backlight or White Light	5 FT	Freestanding Building Mounted		
	(v) Country Inn, Guest Farm or Ranch, Rural Retreat, Rural Resort, and Rural Agricultural Corporate Retreat	10 SF	2	10 SF						Backlight or White Light	None	Freestanding Building Mounted in Historic District Only		
	(w) Child Care Center	20 SF	2	10 SF	1.5	15 SF	6 FT			Backlight, None in Residential Districts	5 FT	Freestanding		
	(w) Hotel, Motel and Conference Center - (freestanding) Entrance Signs		1/vehicular entrance	20 SF	1.5	45 SF	8 FT			Backlight or White Light	10 FT	Freestanding		

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
Arcola Center CSP ZMOD 2008-0007	Hotel, Metal and Conference Center - (Freestanding) Entrance Signs	88 SF	1/vehicular entrance	44 SF (per side)	44 SF				Backlight	10 FT	Freestanding	16 FT		
BPG Dulles Hotels Comprehensive Sign Package, ZMOD 2008-0001	Hotel Entrance Sign	66 SF	1/vehicular entrance	66 SF (34 SF per side)					Ground mounted white light	per code	Freestanding	61'		
	(X) Hotel, Metal and Conference Center (1-3 Stories)	90 SF	1/facade, no more than 3 signs	40 SF					Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.	
Arcola Center CSP ZMOD 2008-0007	Hotel, Metal, and Conference Center (1-3 Stories)	334 SF	2/front facade, 1/side and rear facades	82 SF					Backlight		Building Mounted	Roofline		
	(X) Hotel, Metal and Conference Center (4-5 Stories)	90 SF	1/facade, no more than 3 signs	50 SF					Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.	
Arcola Center CSP ZMOD 2008-0007	Hotel, Metal, and Conference Center (4-5 Stories)	334 SF	2/front facade, 1/side and rear facades	82 SF					Backlight		Building Mounted	Roofline		
BPG Dulles Hotels Comprehensive Sign Package, ZMOD 2008-0001	Hotel Façade Sign 1 (ALOFF Hotel)	36 SF	1 rear facade	36 SF					Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.	
BPG Dulles Hotels Comprehensive Sign Package, ZMOD 2008-0001	Hotel Façade Sign 2 (ALOFF Hotel)	250 SF	1 front facade	250 SF					Backlight		Building/Canopy Mounted	Roofline of Canopy	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.	
BPG Dulles Hotels Comprehensive Sign Package, ZMOD 2008-0001	Hotel Façade Sign 3 (ALOFF Hotel)	17 SF	1 front facade	17 SF					Backlight		Building Mounted	Top of first floor elevation	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.	

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					Bonus Multiplier	Max. Area of Any One Sign	Max. Area of Structure	Height of Structure	Background Structure					
BPG Dulles Hotels Comprehensive Sign Package, ZMOD 2008-0001														
	Total ALLOTT Hotel Signage	303 SF	2 front facade, 1 rear facade	250 SF										
	Hotel Façade Sign (Hilton Garden Inn)	383 SF	1 front facade, 1 on each side facade	131 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
	(2) Hotel, Motel and Conference Center (6+ Stories)	90 SF	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
	(aa) Movie Theaters - Theater Name Entrance Sign	20 SF	2	20 SF	1.5	30 SF	8 FT			Backlight or White Light	10 FT	Freestanding	15 FT	
	Theater Name Building Sign	60 SF	1	60 SF								Building Mounted	Roofline	
	Movie Title Building Sign	20 SF	1	20 SF								Building Mounted	Roofline	
	(bb) Restaurant - (freestanding Building with up to 4000 SF floor area)	60 SF	3	20 SF	1.5	30 SF	8 FT			Backlight	10 FT	Freestanding	15 FT	
	Restaurant Signs	176 SF	2/facade and 1 freestanding	88 SF						Backlight	Per Code	Building Mounted	Roofline	
	Restaurant Drive-Through Menu	90 SF	2/freestanding restaurant with drive through	45 SF						Backlight	Per Code	Freestanding	15 FT	
	Wall Mount Menu Signs	14 SF	2/restaurant	7 SF						Backlight	Per Code	Building Mounted	7 FT	
	(cc) Restaurant - (Freestanding Building with over 4000 SF floor area)	120 SF	3	20 SF freestanding 60 SF bldg mounted 60 SF	1.5	30 SF	8 FT			Backlight	10 FT	Freestanding	15 FT	Drive-through menu does not count toward sign area.
	(dd) Restaurant - (In Line Structure)	2 SF/linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	
	(ee) Restaurant Drive -Through Menu	30 SF	2	20 SF	1.5	30 SF				None	5 FT	Freestanding	5 FT	Must be screened from all roads.
	Drive-Through Food Service & Wash Tenant	35 SF	1 drive-through - Max 4							Internally Illuminated	5 FT	Freestanding Building Mounted	8 FT	Screened from all roads
	Drive-Through Food Service & Wash Tenant Interactive Ordering Station	4 SF	1 drive-through - Max 4							Internally Illuminated	5 FT	Freestanding Building Mounted	6 FT	Screened from all roads
	(ff) Business in A-3, A-10, AR, J/LMA, TR and CR Districts	10 SF	2/bld	10 SF						None	5 FT	Freestanding Building Mounted	8 FT	
	(gg) Business in F-C District	40 SF	2	20 SF						None	5 FT	Freestanding Building Mounted	8 FT	
	(hh) Business in R Districts	4 SF for lots ≤ 10 acres; 8 SF for lots > 10 acres	1 for lots ≤ 10 acres; 2 for lots > 10 acres	4 SF						None	5 FT	Freestanding Building Mounted	8 FT	

APPLICATION NAME & NUMBER	LAND USE/SIGN CATEGORY (or similar) (see Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W.	Type Permitted	Max. Height (See Note 3)	ADDITIONAL REQUIREMENTS
					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
Lansdowne CSP ZMOD 2002-0004	(b) Business Signs (Signs of a character which have not been listed or described hereinafter provided they advertise only goods or services offered on the premises)	60 SF	3 (freestanding building) 1 freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/facade no more than 3 for business (in-line structure)	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
Lansdowne CSP ZMOD 2002-0004	Commercial Marketing signs	65 sf		9.5 inches						Illuminated & none	5 ft		7.6 ft	
Lansdowne CSP ZMOD 2002-0004	Office Building signs - primary tenant	200 sf	1 / tenant	100 sf						Illuminated & none				
Lansdowne CSP ZMOD 2002-0004	Retail Center Pad Signs - ground mounted	80 sf	1 vehicular entrance	40 sf							5 ft			
Lansdowne CSP ZMOD 2002-0004	Retail Center Pad Signs - Building Mounted	120 sf	3	60 sf						Illuminated & none				
Lansdowne CSP ZMOD 2002-0004	In-Line Anchor or Large Freestanding Retail	200 sf	6	75 sf						Illuminated				
Lansdowne CSP ZMOD 2002-0004	In-Line Retail Center	75 sf	2 / tenant	60 sf										
Lansdowne CSP ZMOD 2002-0004	Retail Center signs	150 sf	1 / vehicular entrance	95 sf						Illuminated	5 ft		12 ft	
Lansdowne Village Greens ZMOD 2006-0004	Directional Signs (P2, P5)	NA		post-mounted 45 sf pole mounted 2.25 sf						non-illuminated	5 ft			
Lansdowne Village Greens ZMOD 2006-0004	Pedestrian Directory	49 sf	2	24.5 sf						backlit			6.5 ft	
Lansdowne Village Greens ZMOD 2006-0004	Archway Sign	404.25 sf	1	404.25 (includes background structure)						channel letters				
Lansdowne Village Greens ZMOD 2006-0004	Retail Center - Pad Site Directional	33 sf	3 / tenant	11 sf						non-illuminated				
Lansdowne Village Greens ZMOD 2006-0004	Retail Center - Pad Site Monument		1 freestanding vehicular entrance	40 sf	1.5				5 ft	ext. ground mount shielded lenses	5 ft			

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					Bonus Multiplier	Max. Area of Any One Sign	Max. Area of Background Structure	Height of Background Structure						
Lansdowne Village Greens ZMOD 2006-0004	Building Mounted Project ID	105 sf	1 sign / facade	105 sf						Illuminated channel letters				
Lansdowne Village Greens ZMOD 2006-0004	Tenant Sidewalk Signs	6 sf	1 sign/tenant	6 sf						non-illuminated				
Arcoia Center CSP ZMOD 2008-0007	Banks (1-3 Stories)	200 SF	1/facade Freestanding Entrance Sign (max 1)	60 SF 32 SF						Backlight		Building Mounted Ground Mounted, Freestanding	Roofline 6'3"	
Potomac Greens SP ZMOD 2006-0018	Directional Signs - Secondary	8 SF	3	2.5 SF								Pole Mounted	4 FT	Single sided. No advertising
Potomac Greens SP ZMOD 2006-0018	Visitor Parking	40 SF	2	20 SF						None		Pole Mounted	6 FT	Identify building, hours, and phone number

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					Bonus Multiplier	Max. Area of Any One Sign	Max. Area of Structure	Height of Structure	Backlight or White Light						
(4) INDUSTRIAL SIGNS															
	(a) PD-IP and PD-GI Development Entrance Signs		2/vehicular entrance	60 SF				2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One side only; signs shall contain no advertising.
Arcola Center CSP ZMOD 2008-0007	Community ID Entrance Sign 1 (Gulies South Parkway and Arcola Blvd.)	28 SF	1/vehicular entrance	28 SF					320 SF	7'9"	Ground Mounted Lights may be permitted	per code	Freestanding	15 FT	
Arcola Center CSP ZMOD 2008-0007	Community ID Entrance Sign 1 (Evergreen Mills Road and Arcola Blvd.)	28 SF	1/vehicular entrance	28 SF					320 SF	6'9"	Ground Mounted Lights may be permitted	per code	Freestanding	15 FT	
	(b) Flex Industrial/ Light Industrial/Warehouse - Entrance Signs		1/vehicular entrance	20 SF			1.5		30 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
	(c) Flex Industrial/ Light Industrial/Warehouse - Tenant Signs	20 SF	1/tenant	20 SF							Backlight		Building Mounted	Roofline	
Lansdowne CSP ZMOD 2002-0004	Office / Flex Building Signs	45 SF	2 /tenant								none				
(5) TEMPORARY SIGNS (For Temporary Real Estate Signs, See Number 6 Below)															
	(a) Temporary Signs - On-site		1	4 SF							None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
Lansdowne Village Greens ZMOD 2006-0004	banners	16 SF	2/light pole	8 SF								5 ft			
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Banners	816 SF (408 SF)	17	24 SF per side (48 SF)							None	5 FT	Pole Mounted	30 FT	Location Shown on Temporary Exhibit
	(b) Temporary Signs - Off-site		Reasonable number as determined by the Zoning Administrator.	4 SF							None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
	(c) Temporary Construction Signs	20 SF Commercial 10 SF Residential	1/contractor per job site 1/contractor per job site	20 SF 10 SF							None	10 FT	Ground Mounted	8 FT	Residential signs only in A-3, A-10, A-25, AP, and CR Districts. Contractor to remove sign upon completion of construction.
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Development Safety Signs	90 SF	10	9 SF							None	5 FT	Pole Mounted	7 FT	Adjusted as necessary
(6) REAL ESTATE SIGNS															
	(a) Real Estate - Residential For Sale Sign		1	6 SF							None	5 FT	Freestanding	6 FT	
		6 SF up to 10 acres 12 SF more than 10 acres	2	6 SF							None				
Lansdowne CSP ZMOD 2002-0004	Real Estate Signs	2.5 SF		2.5 SF							none				

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					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
Lansdowne CSP ZMOD 2002-0004	Builder Lot Signs	4 SF		4 SF						none			5 ft	
Lansdowne CSP ZMOD 2002-0004	Residential Housekeeping - Small & Large	9 ft / small 12 ft / large								none			5 ft / 6 ft	
Potomac Green sign plan ZMOD 2006-0018	Primary Directional	6 SF	1	6 SF / side						None	5 FT	Pole Mounted	4 FT	Double-sided. No advertising
Potomac Green sign plan ZMOD 2006-0018	Model Identification	90 SF	15	6 SF						None	5 SF	Pole Mounted	4 FT	Located in vicinity of visitor center
Potomac Green sign plan ZMOD 2006-0018	Builder Lot Sign	350 SF	Max 100	3.5 SF						None	5 FT	Pole Mounted	4 FT	Located on lots. Identify lot #, builder
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Model Collection Identification	70 SF	7	10 SF						None	5 FT	Pole Mounted	4 FT	
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Model Home Product Name	52 SF	26	2 SF						None	5 FT	Pole Mounted	3 FT	
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Lot Availability Sign	600 SF	100	6 SF						None	5 FT	Pole Mounted	3 FT	Locations move as lots are sold
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Builder Information Signs	138 SF	6	23 SF						None	5 FT	Pole Mounted	8 FT	

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					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
Potomac Green sign plan ZMOD 2006-0018	(b) Real Estate - Residential Subdivision	96 SF	3	32 SF / side	20 SF				None	5 FT	Freestanding	6 FT	Area of all real estate signs within the subdivision which front on a public highway shall be no more than four (4) square feet per lot fronting on the highway.	
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Now Selling Welcome Sign/Thanks for visiting	168 SF (64 SF)	8 total	10.5 SF per side (21 SF)				None	None	5 FT	Pole Mounted	10 FT	Double-faced	
Lansdowne Village Greens ZMOD 2006-0004	(c) Real Estate - Commercial For Sale Sign Commercial Marketing Signs	18 sf	1 / upon any lot of less than 10 acres); 2 upon any lot in excess of ten (10) acres.	20 SF				None	None	5 FT	Freestanding	6 FT	Locations shown on exhibit	
Arcadia Center CSP ZMOD 2006-0007	For Sale / Lease - Retail / Office Coming Soon	780 SF	Maximum of 4 signs upon the shopping center property	30 SF / side 60 SF total	20 SF			None	None	5 FT	Freestanding	6 FT		
	(d) Real Estate - Temporary Open House - Off-Site	4 SF	4 /property	4 SF				None	None	5 FT	Freestanding	4 FT	Conditions apply (see note 4).	
	(e) Non-PD District Project Directional Signs - Off-Site	2 SF	10 total combined for all builders per project	2 SF				None	None	5 FT	Freestanding	4 FT	Conditions apply. (see note 5).	
(7) MISCELLANEOUS SIGNS														
	(a) Government Signs/Official Notices													Not regulated.
	(b) Historical Markers													Not regulated.
	(c) Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs.													Not regulated.
	(d) Hunting, Fishing or Trespassing Signs	2 SF						None	None	None	Freestanding Building Mounted	5 FT		
	(e) Informational Signs		1/see identifying locations such as restrooms, loading areas, etc.	2 SF				Backlight or White Light	5 FT	5 FT	Freestanding Building Mounted	5 FT	Signs shall contain no advertising.	
Lansdowne Village Greens ZMOD 2006-0004	Housekeeping Signs - small temporary	3 sf		3 sf				non-illuminated				5 ft		

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					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
Lansdowne Village Greens ZMOD 2006-0004	Housekeeping signs - large temporary	12 sf		12 sf						non-illuminated		6 ft		
East Gate Marketplace ZMOD 2006-0017	Tenant - Pad Site Directional	4 SF / side 8 SF total		4 SF / side 8 SF total						None	5 FT	4 FT	Double-sided No advertising	
Potomac Green sign plan ZMOD 2006-0018	Directional Signs Primary	25 SF	Maximum - 4	6 SF / side						No illumination	5 FT	4 FT	Throughout site where needed - no advertising	
Potomac Green sign plan ZMOD 2006-0018	Builder Model Parking Directional	6 SF	2	3 SF						None	5 FT	2 FT	Visitor Center Parking Lot - No advertising	
Potomac Green sign plan ZMOD 2006-0018	Visitor Parking	28 SF	Maximum - 11	2.5 SF						None	5 FT	4 FT	Single sided - no advertising	
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Future Use Identification Signs	48 SF	4	12 SF						None	5 FT	7 FT	Locations shown on exhibit	
Potomac Green sign plan ZMOD 2006-0018	(f) PD-SA, PD-TC, PD-TT, PD-LIC, PD-TRC, PD-TREC, PD-MUB, PD-RV, and PD-CV Development Entrance Signs	60 SF	2/vehicular entrance	60 SF		2	120 SF	5 FT		Backlight or White Light	10 FT	5 FT	One-side only, signs shall contain no advertising.	
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	(g) Private Recreation Parks	48 SF	2/vehicular entrance	48 SF						Backlight or White Light	5 ft	5 ft		
Potomac Green sign plan ZMOD 2006-0018	Walking Trail	10 SF	2	6 SF						None	5 FT	6 FT		
Potomac Green sign plan ZMOD 2006-0018	Natural Feature	36 SF	12	3 SF						None	5 FT	3 FT	Located along walking trail	
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Reforestation/Tree Save Area	18 SF	7	2.5 SF						None	5 FT	4 FT	Site of natural feature	
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Environmentally Sensitive Areas	30 SF	10	3 SF								4 FT	One Sided only	
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011	Play Area	90 SF	15	6 SF								4 SF	One Sided Only	
Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011		48 SF (24 SF)	4	6 SF per side (12 SF)								4 FT 6 IN	Locations shown on exhibit	

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					Bonus Multiplier	Max. Area of Any One Sign	(See Note 1)	Max. Area of Background Structure	Height of Background Structure					
	(h) Directional Signs, On-Site			4 SF						Backlight or White Light	5 FT	Freestanding	3 FT	Signs shall be located only where there is a change in direction and shall contain no advertising.
Arcola Center CSP ZMOD 2008-0007	Pedestrian Directional Sign	40 SF	4 signs (max)	2.5 SF per blade, 4 blades per sign						None	per code	Freestanding	8' to the bottom of first blade sign, 12' max	
Arcola Center CSP ZMOD 2008-0007	Freestanding Directional Kiosk	100 SF	One 4-sided kiosk	25 SF per side						Backlight	per code	Ground Mounted	11'5"	
Arcola Center CSP ZMOD 2008-0007	Vehicular Directional Sign	108 SF	9 signs (max)	12 SF per side, double sided						None	per code	Freestanding	6 FT	
BPG Dulles Hotels Comprehensive Sign Package, ZMOD 2008-0001	Directional Sign 1 (Hilton Garden Inn Parking Area)	22 SF	2	11 SF (5.5 SF per side)						Not lit	per code	Freestanding	3 FT	Signs shall be located only where there is a change in direction and shall contain no advertising.
BPG Dulles Hotels Comprehensive Sign Package, ZMOD 2008-0001	Directional Sign 2 (Aloft Parking Area)	18 SF	2	9 SF (4.5 per side)						Not lit	per code	Freestanding	3 FT	Signs shall be located only where there is a change in direction and shall contain no advertising.
BPG Dulles Hotels Comprehensive Sign Package, ZMOD 2008-0001	Directional Signs	40 SF	4	11 SF (5.5 SF per side) 9 SF (4.5 per side)						Not lit	per code	Freestanding	3 FT	Signs shall be located only where there is a change in direction and shall contain no advertising.